(a) whether Set Top Boxes (STB) provided by the ASC Enterprises Limited to access its Ku Band DTH services is not inter-operable and does not comply with the specifications laid down by the Bureau of Indian Standards; and

(b) if so, the action taken by Government in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) The matter is under examination in this Ministry.

Quality of Akashwani and DD Programmes

†1350. SHRI UDAY PRATAP SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have formulated any outline to improve the quality of the Akashwani and Doordarshan Programmes; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) Prasar Bharati has informed that in order to fulfill the mandate of the Public Service Broadcaster to infrom, educated and entertain the public. Prasar Baharti has been constantly pursuing for excellence both in terms of content and quality. Doordarshan has taken several steps to improve the quality of its programmes. A Creative Advisory Committee (CAC) comprising experts from various fields of Arts, Culture and Journalism etc. has been constituted in the Directorate to review the creative content of all Doordarshan channels. Doordarshan constantly reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the contents and technical quality/transmission. The guidelines for commissioned and sponsored programmes have been revised. The studios and equipment are continuously being modernized to improve technical quality of programmes.

AIR has, *inter-alia*,introduced phone-in-programme, radio-on-demand service, news-on-phone service, internet broadcasting,expansion of FM transmission network, etc. to provide superior quality broadcasting.

†Original notice of the question was received in Hindi.

Joint Programme Advisory Committees (PACs) in major Doordarshan Kendras and AIR Stations have been constituted, consisting of eminent personalities from different disciplines/interest groups, to review the programmes telecast/broadcast and to suggest improvement in the planning and presentation of the future programmes.

III Effect of day and night Telecast of Programmes

1351. SHRI PRASANTA CHATTERJEE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any study has been conducted to assess the ill effects of the day and night (24 hours) telecast of programmes on the public especially growing children; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) Prasar Bharati has informed that a study was ocnducted in Gujarat, Tamil Nadu, Madhya Pradesh and West Bengal.

(b) The study has brought out the following ill-effects of day and night telecast of programmes:-

(1) it affects studies and health of children.

(2) It affects the eyesight of the children.

(3) It gives rise to complaints of absenteesim, consequent on late night viewing.

(4) It affects concentration in studies.

(5) It creats some behavioural problems like disobedience, violent reaction, giving back answers etc.

(6) Some members of public were of the view that they were not able to concentrate on their work and sometimes they were forced to take casual leave after watching TV during late hours.

However, majority of the people were of the view that parental guidance can contain the children from watching TV during late hours. It is also the opinion of most of the people that these things are within one's own control.